



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Over the next few months, the Arizona Office of Tourism and our partners will be busy coordinating plans for the 27<sup>th</sup> annual Governor's Conference on Tourism, July 11-13 at the Arizona Biltmore Resort & Spa. The conference is the premier event for members of the travel industry to take advantage of informative work sessions and exciting guest speakers. Each year, AOT coordinates the Governor's Tourism Awards, honoring individuals and organizations that have contributed noteworthy achievements over the past year to the betterment of the tourism industry. These award recipients are fine examples of leadership, commitment and teamwork that have helped make the Grand Canyon State a premier travel destination.

AOT invites you to review the award categories and guidelines to submit nominations of individuals or organizations that have made a significant contribution to the tourism industry. The winners will be awarded at the Governor's Tourism Awards Luncheon on Thursday, July 12. All submissions must be received by May 15, 2007. Please visit the Governor's Conference on Tourism section of [www.azot.gov](http://www.azot.gov) for award categories, guidelines and nomination forms.

Registration information for the Governor's Conference on Tourism will be available soon.

Have a great week.

*Margie R. Emmenau*

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### TEAM FY 2008 Application Deadline

Teamwork for Effective Arizona Marketing (TEAM) FY 2008 applications are due to the Arizona Office of Tourism due by April 20, 2007 at 5 p.m. TEAM is a matching grant program offered to statewide destination marketing organizations, statewide tourism based associations, and tribal entities, to help develop tourism related marketing materials. Late or incomplete applications will not be accepted. Applications are available on our business to business Web site [www.azot.gov](http://www.azot.gov) under the Grants section. If you have any questions, please feel free to contact Karen Bult, Tourism Education and Development Manager at 602-364-3708 or via e-mail at [kbult@azot.gov](mailto:kbult@azot.gov).

### SAVE THE DATE: Arizona Tourism University Presents “How to Conduct a Visitor Survey”

Please mark your calendar of the next installment of Arizona Tourism University (ATU) workshops entitled “How to Conduct a Visitor Survey.” During the “How to Conduct a Visitor Survey” workshop, AOT will provide participants an understanding of the importance of tourism research and how to analyze the tourism data that already exists. In addition, AOT will offer step-by-step instructions on how to conduct a visitor survey, from developing survey objectives and designing the appropriate questions, to data entry and analysis. Workshop participants will have the opportunity to review all types of tourism research with AOT staff to gain a better understanding of how this information can be applied to their marketing activities. All workshops are complimentary. To register for one of the workshops, please contact Sarah Martins at 602-364-3687 or via e-mail at [smartins@azot.gov](mailto:smartins@azot.gov).

April 24, 2007  
1 p.m. – 3 p.m.  
La Quinta Inn & Suites  
2015 South Beulah Blvd  
Flagstaff, Arizona 86001

April 26, 2007  
1 p.m. – 3 p.m.  
White Stallion Ranch  
9251 West Twin Peaks Road  
Tucson AZ 85743

April 27, 2007  
10 a.m. – 12 p.m.  
Glendale Civic Center

5750 West Glenn Drive  
Glendale, AZ 85301

### **AOT Needs Calendar of Event Information**

AOT is requesting late 2007 through 2008 event information to be considered for the calendar of events posted at [www.ArizonaGuide.com](http://www.ArizonaGuide.com). The calendar is currently updated with events through July 2007. AOT needs event information that occurs from July 2007 through December 2007 and any major events of 2008. Events to be considered must be open to the public and of interest to participants or spectators from neighboring communities across Arizona or from out of state. Submissions should include the date, including the year; community in which the event takes place, name of event; venue; venue address; description; admission, event time; phone number and/or Web site for the public to obtain additional information. Please include your contact information so that we may reach you with any questions we may have prior to posting your event. Photography is encouraged, (images should be a minimum of 300 DPI at 4"x5" original size) and we can supply you with an image information form. Additional events through July 2007 may also be submitted immediately if the event is not already posted. Please check the Web site to see if your event is already included. If you have questions or would like an event submission form, please contact Marjorie Magnusson at [Mmagnusson@azot.gov](mailto:Mmagnusson@azot.gov) or by phone at 602-364-3695 or fax at 602-364-3702.

## **Industry News**

### **More American Travelers Research Vacation Options Online**

Three out of 10 American travelers who do travel research online read reviews written by other travelers, according to Forrester Research. Of the people who book hotels online, 30 percent have changed their hotel plans because of comments written by other travelers. Because of the importance consumers attach to guest reviews on Web sites such as TripAdvisor.com, IgoUgo.com and MyTravelGuide.com, some hotels have gone to great lengths to boost their ratings. Some encourage guests to write flattering reviews; some even submit phony write-ups or lure outside companies that specialize in online reputation management to monitor and respond to comments. Now, interest in the review sites is taking a new turn. As more travelers post detailed comments on everything from room service to decor, hotels are looking at their postings as market-research tools--sources of new ideas, feedback on new concepts and even promotional material. (*Sect. 5, Page 6, New York Times, 4/8*)

### **SAVE the DATE: Southwest Culinary Tourism Symposium**

The International Culinary Tourism Association (ICTA) and the Greater Phoenix Convention & Visitors Bureau have announced that the Southwest Culinary Tourism Symposium, "Developing the Southwest's Culinary Tourism Product: Capturing New Regional Visitors" will take place on Monday, May 14, 2007, from 8 a.m. to 6 p.m. The symposium will be held at the Arizona Biltmore Resort and Spa. The focused full-day format allows food, beverage and tourism professionals to concentrate on specific issues of regional interest and forego the expense and time it takes to travel to international conferences. Presenting partners include the Arizona Restaurant & Hospitality Association, Dine Originals and General Growth Properties. Speakers include Erik Wolf, President/CEO, International Culinary Tourism Association; Cheri Romanoski, Owner, Cheri's Desert Harvest; Janos Wilder, Chef/Owner, Janos Restaurant and J Bar; Kathy Anderson, Shopping & Cuisine, General Growth Properties; Ann Thomas, CTP, Owner/Operator, Western Discovery, LLC; Karl Roessler, Editor, Food & Life Magazine; Sandi Jacobs, Owner, Amazing Spas; Peter Jensen, Director of Communications, Rancho La Puerta,

LLC; Don Luria, President, Council of Independent Restaurants; and Steve Chucuri, President/CEO, Arizona Restaurant & Hospitality Association. Please visit [www.culinarytourism.org/southwest](http://www.culinarytourism.org/southwest) for the agenda or to register.

### **Hyatt Launching New Luxury Brand**

Seeking to capture the attention of luxury travelers, Global Hyatt Corp. said it will announce today the new Andaz brand of upscale urban hotels planned initially in London, New York and the Los Angeles area. The closely-held Chicago-based hotel company hopes Andaz will find a place between its high-end Park Hyatt brand and its Hyatt Regency product. The first Andaz is slated to open in September at an existing hotel in London's financial district. A new hotel currently under construction in New York is planned for Fifth Avenue and 41st Street, while an existing Hyatt property in the Los Angeles area will likely be transformed as an Andaz, the company said. In 2005, Hyatt acquired a chain of largely suburban limited-service hotels and turned it into the Hyatt Place brand. *(Page D6, Wall Street Journal)*

### **Colorado Open to RV Travelers**

The Colorado Office of Tourism has launched a \$19 million campaign to promote the state's tourism attractions, particularly for campers and recreational vehicle owners. While Colorado's famed resort areas like Aspen, Vail, Steamboat Springs and Mesa Verde National Park are well known, the state wants more people to know that Colorado is the place to park the RV. *(Denver Post.com/Business)*